

Message Text

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PAGE 01 CAIRO 09445 070958Z
ACTION NEA-10

INFO OCT-01 ISO-00 PA-01 PRS-01 CIAE-00 INR-07 NSAE-00
SS-15 NSC-05 CU-02 /042 W
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FM AMEMBASSY CAIRO
TO SECSTATE WASHDC PRIORITY 5841
USIA WASHDC PRIORITY
INFO AMEMBASSY JIDDA

C O N F I D E N T I A L CAIRO 9445

JIDDA FOR ISA SABBAGH

E.O. 11652: GDS
TAGS: PFOR EG US
SUBJ: SADAT REQUEST FOR PUBLIC RELATIONS ADVISER

REF: (A) CAIRO 9440 (B) USIA 14817-C

1. DURING JUNE 5 MEETING WITH PRESIDENT SADAT (REFTEL A), ISA SABBAGH DISCUSSED MISSION OF AMERICAN PUBLIC RELATIONS ADVISER(S) WHICH SADAT REQUESTED. PROPOSED MISSION CALLS FOR PERSON OR PERSONS TO:

- (A) FAMILIARIZE THEMSELVES WITH EXISTING AND POTENTIAL RELATIONSHIP PATTERNS BETWEEN PRESIDENCY AND MEDIA APPARATUS;
- (B) WORK CLOSELY WITH PRESIDENTIAL PRESS SECRETARY SAAD ZAGHLUL NASSAR AND TV ANNOUNCER HIMMET MUSTAPHA TO OBSERVE TECHNIQUES AND PRACTICES CURRENTLY EMPLOYED;
- (C) MAKE RECOMMENDATIONS TO PRESIDENT ON HOW TO USE OFFICE OF PRESIDENCY MORE EFFECTIVELY IN PUBLIC RELATIONS;
- (D) SPECIFICALLY SUGGEST HOW ADVISORY COUNCIL, RECOMMENDED BY SABBAGH, SHOULD BE STRUCTURED;
- (E) SET UP MECHANISIM FOR EVALUATING CHANGES IN SYSTEM AND MAKING FURTHER ADJUSTMENTS WHERE NECESSARY.

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PAGE 02 CAIRO 09445 070958Z

2. ON BASIS SABBAGH FINDINGS AND USIA RECOMMENDATION (REFTEL B), PROPOSE FOLLOWING AS NEXT STEP IN RESPONSE TO SADAT'S REQUEST:

- (A) TDY VISITS OF MR. GERAL WARREN AND MS. SIMONE POULAIN, STARTING AS SOON AFTER JUNE 15 AS POSSIBLE. THEY COULD COME AT SAME TIME OR SEPARATELY.
- (B) SUBSEQUENT SHORT VISITS BY LES JANKA AND/OR ALLEN WOODS TIMED TO FOLLOW IMMEDIATELY AFTER OTHERS AND EXPAND ON THEIR WORK

AND MAKE FINAL REPORT.

3. ASSUME DEPARTMENT WILL BE ABLE TO FUND TDY VISITS FROM CU
AMERICAN SPECIALIST PROGRAM, OR ALTERNATIVE MEANS OF SUPPORT.
EMBASSY OF COURSE GIVES THIS PROJECT VERY HIGH PRIORITY BECAUSE IT
IS AN URGENT PERSONAL REQUEST FROM PRESIDENT SADAT AND PRESENTS
AN OPPORTUNITY TO DEMONSTRATE AMERICAN EXPERTISE.
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Message Attributes

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Sent Date: 07-Jun-1977 12:00:00 am
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Disposition Case Number: n/a
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